

Sui Generis & Archival

Fine Portrait Photography



What is it?

- **Sui Generis:** [sue-i-jen-er-iss] “of its own kind”
- *Alternative process, fine portrait photography*

- Uses

- * Platinum (Pt)
- * Palladium (Pd)
- * Gold (Au)

Why would anyone buy it?



- ✿ Finest possible image reproduction methods in existence
- ✿ No Loss of Detail
 - Negative size = photo size
- ✿ Wider Tonal Range
- ✿ Better Archival Quality
- ✿ Cannot Be Reproduced, There is NO Substitute
- ✿ Must be seen in person

Feasibility Examples

- ✿ Reintroduced a common item
- ✿ Superior product
- ✿ Sold it in a new way



1991



2005

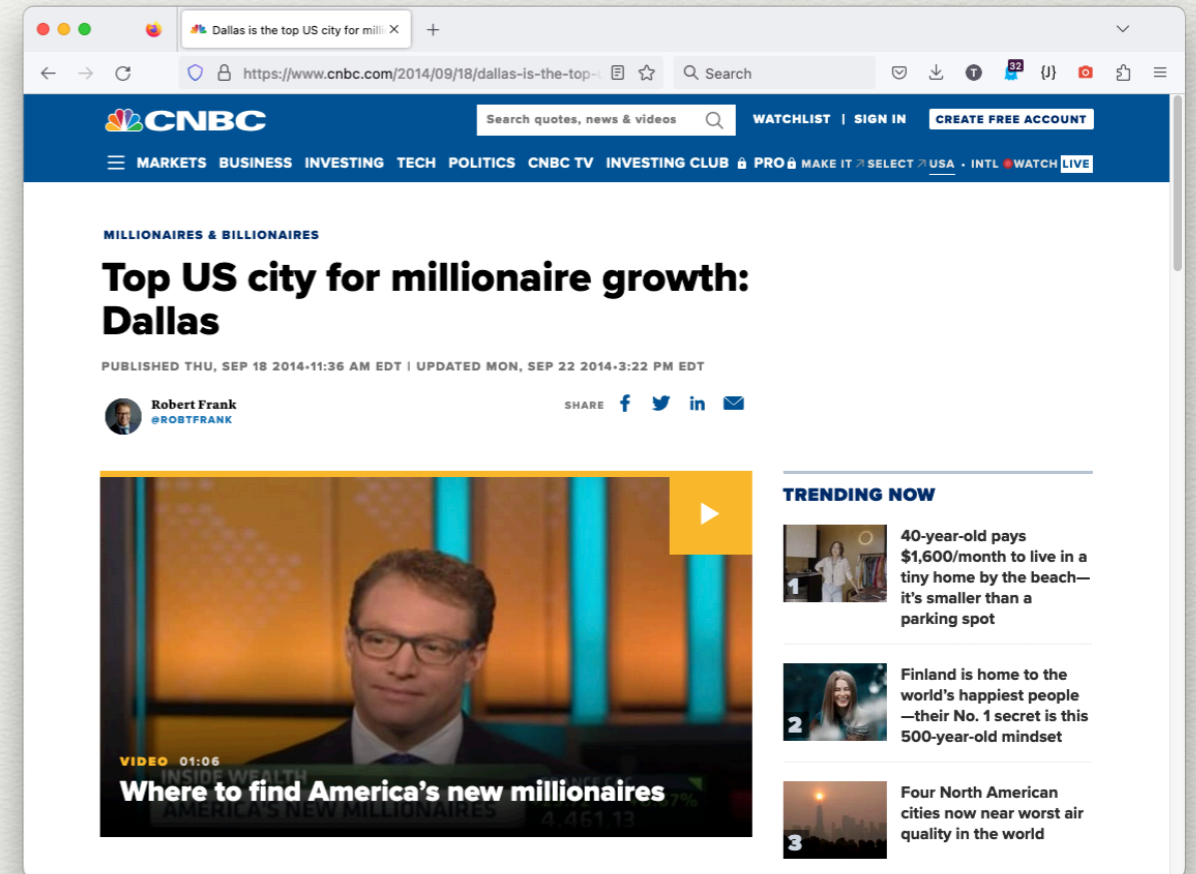
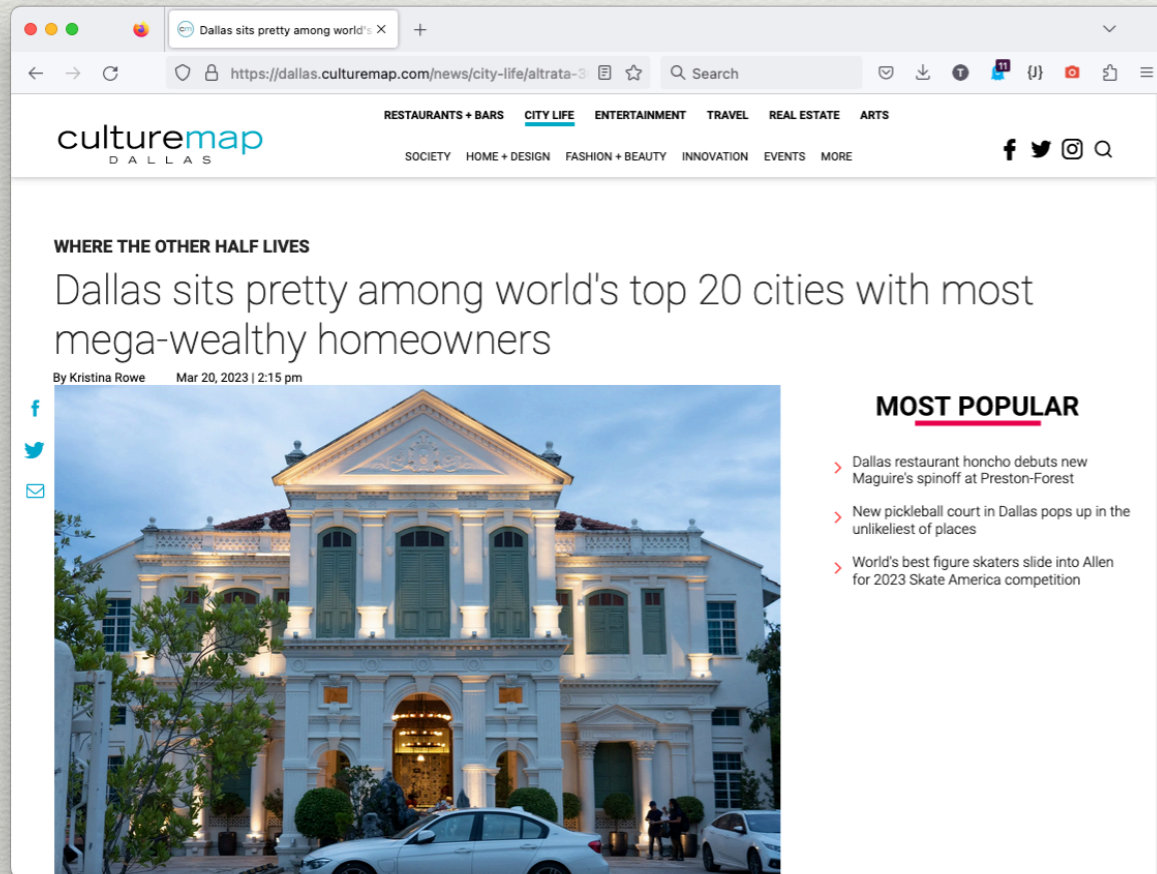
Sui Generis Conception



Sui Generis Archival will have a storefront in an economically strategic location with a combined office, studio and lab in another.

Who will buy it?

Primary target: top 10% of income earners, GenX and older.



68,600 \$1m households in Dallas.

Source dallasexpress.com, 3/31/2024

Why will it sell?

Because...

- Stunningly beautiful
- Target customer base loves, seeks out and can afford nostalgia
- It's a new status symbol

Key Success Factors

- No direct competitors
- First mover advantage
- Operate as de facto monopoly
- Customer education
- Appeal to vanity & ego

Get in touch Soon!

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